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Message Text

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SUBJECT:COUNTRY COMMERCIAL PROGRAM FOR SINGAPORE - FY 1979

REF: (A) SINGAPORE 1441 (B) STATE 44899 (C) STATE 000118

1. THE FOLLOWING ADDRESSES THE PRELIMINARY FY 1979 CCP
CONVEYED BY REFTEL (A) IN RESPONSE TO STATE 44899. IT
IS PROVIDED AS GUIDANCE TO ASSIST IN FORMULATION OF THE
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MISSION'S DRAFT CONTRIBUTIONS FOR FY 1979 PURSUANT TO
REFTEL (C).

B. U.S. EXPORTS TO SINGAPORE AND THE ENTIRE REGION WILL
INCREASE AT A HEALTHY PACE REFLECTING THE GROWTH OF THESE
ECONOMIES. APPROPRIATELY, SINGAPORE CONTINUES TO BE THE
CENTER PIECE FOR OUR TRADE PROMOTION WORK IN THE ASEAN

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REGION. THE COUNTRY IS, AND WILL CONTINUE TO BE, THE REGIONAL CENTER FOR FINANCE, MEDICAL SERVICES, COMMUNICATIONS AND TRADE. AS A SHOW CASE THE REPUBLIC SETS THE PATTERN FOR CONSTRUCTION TECHNIQUES AND ENVIRONMENTAL PRACTICES. AS THE HOST TO IMPRESSIVE FOREIGN INVESTMENT SINGAPORE INCREASINGLY REQUIRES HUGE IMPORTS OF SOPHISTICATED MATERIALS AND EQUIPMENT TO SUPPORT ITS EXPORT

ORIENTED INDUSTRIES. AS A TRADE CENTER IT SERVES THE SURROUNDING MARKETS' REQUIREMENTS IN SUPPORT OF THEIR MANUFACTURING AND AGRI-BASED INDUSTRIES AND INFRASTRUCTURE DEVELOPMENT PROJECTS. COGNIZANT OF THESE VARIED FUNCTIONS AND REQUIREMENTS THE THRUST OF OUR 1979 PROGRAM MUST TAKE INTO CONSIDERATION THE REGIONAL MARKETS OF ENTREPOT SINGAPORE. THE CAMPAIGNS, AS OUTLINED IN ITEMS 4 THROUGH 8 ARE BASED ON THESE CONSIDERATIONS AS WELL AS U.S. INDUSTRY INTEREST AND SCHEDULING AND BUDGETARY PRIORITIES.

3. AS DETAILED BELOW, THE PATTERN AND THEMES OF CAMPAIGNS AND OSPE'S WOULD SEEM TO PROVIDE AN OPTIMUM PROGRAM ADAPTABLE TO THE FOREGOING APPRAISAL. THEY CORRESPOND WELL TO THE PRODUCT PRIORITY LISTING WHICH, TOGETHER WITH THE PRELIMINARY CCP AND THE IMC EVENTS SCHEDULE, WAS DRAWN UPON IN DEVELOPING FY 1979 CAMPAIGNS. ACCORDINGLY, WE NOTE THAT E/C ELEMENTS CAN EXPLOIT FOR CAMPAIGN PURPOSES THE SCHEDULED IMC EVENTS MATCHING THE CAMPAIGNS.
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WE RECOMMEND, HOWEVER, THAT CONSIDERATION BE GIVEN TO MOUNTING AN ADDITIONAL CAMPAIGN TO PROVIDE COVERAGE TO OPPORTUNITY AREAS SUCH AS THE NON-EVENT CAMPAIGN DEALING WITH INDUSTRY STANDARDS WHICH MAY EXCLUDE SOME U.S. PRODUCTS FROM THE SINGAPORE MARKET PLACE. IN ADDITION, WHEN DEALING WITH CAMPAIGN OBJECTIVES WE BELIEVE IT IMPORTANT NOT ONLY THAT THESE OBJECTIVES BE STATED CONCRETELY, BUT THAT THEY BE ADDRESSED TO ONE OR MORE OPERATIONALLY MEANINGFUL GOALS. FOR EXAMPLE, AN OBJECTIVE OF T;E ENERGY CAMPAIGN MIGHT BE TO INTRODUCE AND PROMOTE NEW U.S. TECHNOLOGY AND EQUIPMENT FOR NON-UTILITY POWER GENERATION, CONTROL AND CONSERVATION BY (SPECIFIED) INDUSTRIAL SECTORS.

4. CAMPAIGN: ELECTRIC ENERGY SYSTEMS. SCHEDULED AS NOVEM0ER 1978 IMC EVENT. CONCURRING WITH POST'S RECOMMENDATION AND RATIONALE, AND AS FOLLOW-UP TO HIGHLY SUCCESSFUL FEBRUARY 1977 CAMPAIGN, THEME IS AGAIN SCHEDULED AS CCP ACTIVITY. REGIONAL MARKET DEMAND FOR THIS PRODUCT CATEGORY SHOULD BE HIGH.

5. CAMPAIGN: ELECTRONIC INDUSTRY PRODUCTION AND TEST

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EQUIPMENT. SCHEDULED AS JUNE 1979 IMC EVENT. THE ELECTRONICS INDUSTRY IN SINGAPORE IS A PRIME TARGET MARKET FOR U.S. EXPORTS AND INVESTMENT. A SIMILAR, JUNE 1977 EVENT AND CAMPAIGN PROVED THE EFFECTIVENESS OF THIS APPROACH TO THE MARKET. ACCORDINGLY, A CAMPAIGN IS SCHEDULED FOR FY 1979 TO TAKE ADVANTAGE OF THE INDUSTRY'S HEALTHY REGIONAL GROWTH TREND.

6. CAMPAIGN: COMPUTERS AND RELATED EQUIPMENT. SCHEDULED AS JULY/AUGUST IMC EVENT. AGAIN WE CONCUR WITH POST'S RECOMMENDATION AND RATIONALE. COMPUTERS, AS A CCP THEME, GENERALLY ELICIT HIGH LEVEL OF INTEREST AND SALES. THEME, IN CONJUNCTION WITH EXHIBITION, SHOULD HAVE STRONG REGIONAL MARKETABILITY. WITHID SINGAPORE'S SIGNIFICANT
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NUMBER OF FINANCIAL INSTITUTIONS, LARGE AND PROGRESSIVE BUSINESSES AND WIDE RANGE OF INDUSTRIES, POTENTIAL OF THIS CAMPAIGN SHOULD BE IMPRESSIVE.

7. CAMPAIGN: INDUSTRIAL PROCESS CONTROLS. SCHEDULED AS SEPTEMBER 1979 IMC EVENT. IN AN EFFORT TO INCREASE OUR EXPORTS IN THIS PRODUCT CATEGORY TO A FIGURE OVER THE ESTIMATED 15 PERCENT GROWTH RATE A YEAR, THEME HAS BEEN SCHEDULED AS A CAMPAIGN. THEME WAS ALSO LISTED IN PRODUCT PRIORITY AS INDUSTRY WITH GOOD EXPORT POTENTIAL. CONSIDERING GROWTH AND MIX OF INDUSTRIES IN SINGAPORE MARKETING AREA THIS CAMPAIGN SHOULD HAVE REGIONAL POTENTIAL.

8. NOTE. PUMPS, VALVES AND COMPRESSORS RESEARCH NOW BEING CONDUCTED. SHOULD RESEARCH PROVE POSITIVE THIS THEME MAY BE SUBSTITUTED FOR ONE OF THE CAMPAIGNS LISTED IN ITEMS 4 THROUGH 7. CONCURRING LITH POST EVALUATION (NUMBER 4 ON PRODUCT PRIORITY LISTING) THESE PRODUCTS SHOULD YIELD LARGE RETURNS FROM A SINGAPORE CAMPAIGN AND REGIONAL MARKET PROMOTION IN SUPPORT OF AN IMC EVENT.

9. UCAG AGREES WITH CCAG THAT PORTION OF OUR RESOURCES BE USED TO MOUNT TWO REGIONAL OFFSITE EXHIBITIONS. ACCORDINGLY, BANGKOK WILL HOST AN AGRI0USINESS EXHIBITION AND A CONSTRUCTION, MINING AND MATERIALS HANDLING EQUIPMENT SHOW WILL BE HELD IN JAKARTA. POSTS IN REGION (PARTICULARLY WHERE OFFSITE AND SINGAPORE ON-SITE THEMES CORRESPOND TO THEIR OWN MARKET OPPORTUNITIES) ARE PRODUCING INCREASED PROMOTIONAL SUPPORT FOR REGIONAL EVENTS. WE HAVE IN RESPONSE TO CCAG REQUEST SCHEDULED ONLY TWO SPECIAL ACTIVITIES, I.E. CATALOG EXHI0ITIONS ON MEDICAL, SURGICAL AND HOSPITAL EQUIPMENT (NOVEMBER 1978) AND POLLUTION
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CONTROL EQUIPMENT (SEPTEMBER 1979). WE SUGGEST THAT LATTER EVENTS BE INCORPORATED IN YOUR PROPOSED ACTIVITY NO. 2, UNDER RUBRIC OF TRADE PROMOTION EVENT SUPPORT, AND THAT THIS ACTIVITY ALSO BE UTILIZED TO SET FORTH MEASURES CCAG CONSIDERS FEASIBLE IN PROMOTIONAL SUPPORT OF AFORE-MENTIONED OFFSITES.

,0. WCAG CONCURS WITH YOUR ASSIGNMENT OF MAJOR PROJECTS PRIORITY AND RATIONALE AND SUGGEST THAT POST INCLUDE IN ITS PROPOSED ACTIVITY NO. 1 ONLY THOSE PROJECTS NOT SUITABLE FOR INCORPORATION IN CAMPAIGNS.

11. RESEARCH; WE EXPECT MISSION WILL BE REQUESTED TO ARRANGE FOR AND MONITOR APPROXIMATELY THE SAME LEVEL OF MARKET RESEARCH STUDIES IN FY 1979 AS IN FY 1978 BUT CANNOT AS YET DESIGNATE TO PRODUCT THEMES.

12. INVESTMENT PROTECTION AND FACILITATION SHOULD AGAIN BE ONE OF OSPE ACTIVITIES. DESCRIPTION/JUSTIFICATION SHOULD REFER TO ALL POST ACTIVITIES OF THIS KIND, INCLUDING POSSIBLE INVESTMENT PROTECTION TREATY, TAX TREATY, ETC., AS WELL AS ANNUAL INVESTMENT CLIMATE REPORT, AND ACTIVITY SHOULD BE ASSIGNED COMMENSURATE PRIORITY. POST MAY WISH TO COMBINE INVESTMENT PROTECTION WITH WORK ON INDUSTRY STANDARDS (MENTIONED PARA. 3, ABOVE) AS NON-EVENT CAM-PAIGN.

13. WE WOULD LIKE YOU TO GIVE SOME THOUGHT TO POSSIBLE UTILITY OF FURTHER REPORTING ON TRADE PROMOTION/INVESTMENT PROTECTION EFFORTS OF THIRD COUNTRIES IN SINGAPORE, I.E. TRADE PROMOTION STRATEGIES AND LEVERAGE THAT THIRD COUNTRIES USE EFFECTIVELY. WE DO NOT WANT TO BURDEN YOU WITH CATALOGUING ROUTINE PROMOTIONAL EVENTS. RATHER, IT WOULD BE USEFUL TO HAVE UP TO DATE HARD INFORMATION ON THE REASONS WHY JAPAN AND OTHER THIRD COUNTRIES HAVE SUCCESS-FULLY CAPTURED HOST COUNTRY MARKETS, PARTICULARLY THOSE
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WHERE U.S. PRODUCTS APPEARED COMPETITIVE. SUCH INFORMATION COULD HELP FOCUS ON-GOING U.S. EXPORT PROMOTION EFFORTS AND COULD BOLSTER THE U.S. POSITION ON ISSUES WE WISH TO RAISE WITH OUR TRADING COMPETITORS, E.G. IN OUR CONTINUING DISCUSSION OF TRADE MATTERS WITH JAPAN. IF YOU AGREE THAT SOME INVESTMENT OF TIME WOULD BE WORTHWHILE FOR THIS PURPOSE, REQUEST YOU ALLOW FOR IT IN CCP.

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14. SUGGEST YOU SEND INFO COPIES OF DRAFT CCP TO EMBASSIES BANGKOK, KUALA LUMPUR, AND JAKARTA WHEN YOU TRANSMIT TO WASHINGTON.

15. WOULD WELCOME ANY QUESTIONS OR OBSERVATIONS REGARDING FORE-GOING SHOULD CCAG FIND IT DESIREABLE PRIOR TO SUBMISSION OF ITS FINAL CCP DRAFT CONTRIBUTION.
CHRISTOPHER

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